



# corporate profile

## OVERVIEW

- Headquartered in India's silicon capital, Bangalore.
- Wordz provides contract content management services.
- Creative Services include design and authoring of Websites, Newsletters, Brochures and other sales collateral.
- Technical Services span the design and authoring of user guides, instructional material and online help.

## About Us

We at Wordz, enable client organizations to manage their written communication effectively.

Founded with the objective of assisting enterprises in their communication endeavors, Wordz is a young and vibrant consultancy specializing in creating solutions centered around written communications.

Headquartered in Bangalore, Wordz works with organizations from diverse backgrounds, helping them maximize returns from all written communication initiatives aimed at their stakeholders (both internal and external).

Design and content creation being our forte, we will dot your i's and cross your t's, ensuring that your communication is in complete alignment with the larger goals of the organization.

Our strengths in Public Relations, Strategic Planning, Sales and Marketing, allow us to easily understand our client's requirements and create customized solutions aimed at addressing these needs helping them maximize returns from all written communication initiatives aimed at their stakeholders.

## Marketing Communications

Our forte extends to all aspects of written communication, including newsletters, sales collaterals and intra/extranet content. We bring to your communication efforts, an expertise built on understanding what your stakeholders require from you. Be it employees within the organization, potential customers or any other vital component within your organizational ecosystem.

With diverse expertise in various marketing streams, Wordz offers a balanced approach to any communication initiative. As specialists in technical and marketing communications management we create convincing, and effective marketing communications materials that include Newsletters, Case Studies, Whitepapers, Sales collaterals, Websites, Corporate backgrounders, Contributed articles, Corporate and Product Brochures. Our services have enabled organizations to maximize returns from the target audience.

## Technical Communications

We design, write, edit, and produce business and technical publications for a wide variety of audiences, including end users, software developers, system administrators, and business managers. Our writers have the technical understanding that is critical to producing accurate, high-quality documentation.

End users, at whom technical communication initiatives are aimed at, are often inconvenienced by the need to understand highly technical terminology while perusing technical content. Good technical communications address this issue by structuring technical content in simple and non-technical manner, while capturing the main essence of the technical message.

At Wordz, our approach to technical communications is built on an extensive understanding of technology, semantics and the tools necessary to craft easily understandable technical communication. We believe in thoroughly understanding the information development process, from document planning to prototyping, authoring, and document management.

Our commitment to quality is reflected in our tools. We use the most advanced technical utilities in the content creation domain to create technically and aesthetically perfect technical documentation.

Our area of expertise extends to creating user guides, instructional material, online help and marketing content. We offer our clients the advantage of reduced documentation costs while increasing productivity.

### CORPORATE OFFICE

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For a complete list of our services, visit;

[www.wordz.in](http://www.wordz.in)

### SUMMARY

- We are your ideal partner to be the single source solution for all written communication needs.
- Specialists in technical and marketing communications management.
- Accurate, high-quality documentation, convincing and effective marketing communications.
- Client benefits include reduced costs, improved quality and effective management of time.